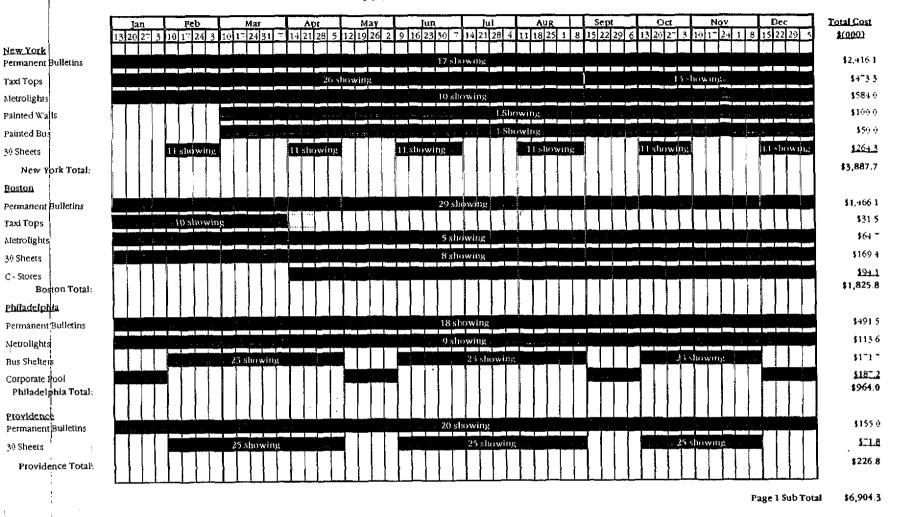
Parliament Lights 1997 March OOH Media Plan



New York

Taxi Tops

Metrolights

Painted Bus

30 Sheets

Boston

Taxi Tops

30 Sheets

C - Stores

Philadelphia

Metrolights

Bus Shelters

Providence

30 Sheets

Corporate Pool

Metrolights

Painted Walls

Parliament Lights 1997 March OOH Media Plan

	Jan	Feb	Мат	Арг	May	Jun	Jul	Aug	Sept	Oct N	lov Dec	Total Cost
	13 20 27 3	3 10 17 24 3	10 17 24 31 7	14 21 28 5	12 19 26 2	9 16 23 30 7	14 21 28 4	11 18 25 1	8 15 22 29 6	13 20 27 3 10 17	24 1 8 15 22 29 5	<u>\$(000)</u>
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											Page 1 Sub Total: Page 2 Sub Total: Grand Total OOH:	\$6,904.3 <u>\$1,979.9</u> \$8,884.2